



ODCP Office of Drug Control Policy



Summer 2008

THE ASAP CONNECTION

INSIDE THIS ISSUE:

<i>Laurel County Implements MethWatch Program</i>	2
<i>Pulaski County Presents Portable Breathalyzers</i>	2
<i>General Arthur Dean visits Calloway County</i>	2
<i>Morgan County Plants the Promise</i>	3
<i>Ballard/Carlisle Present "Ghost Out"</i>	3

CALLOWAY AND PULASKI COUNTIES FEATURED BY THE PRESIDENT'S NATIONAL DRUG CONTROL STRATEGY

The President's National Drug Control Strategy 2008 Annual Report spotlighted Pulaski County's random student drug testing policy and Calloway County's reduction in youth tobacco use.

In 2005, the Pulaski County School District in Kentucky was awarded a grant by the U.S. Department of Education's Office of Safe and Drug-Free Schools to facilitate random drug testing. The grant enabled the district to collaborate with the Kentucky Office of Drug Control Policy, Kentucky Agency for Substance Abuse Policy (KY-ASAP) Regional Prevention Center, Kentucky

School Board Association, local community coalitions, and the local school board to develop policies and procedures clarifying the district's goals to reduce drug use and incorporating a comprehensive random drug testing program.

Pulaski County Schools' random drug testing program is mandatory for student athletes and participants in competitive extracurricular programs and is also open to volunteers. Student drivers are tested using other funding sources. The program provides graduated consequences for students who test positive and, in keep-

ing with a supportive philosophy, provides an opportunity for students to self-report and seek help before being tested.

The comprehensive random drug testing program, which includes prevention and student assistance programming, is producing encouraging results. Of the 4,091 students enrolled in middle and high schools, 2,354 (57.5 percent) of the students volunteered to participate in the random drug testing program, in addition to the mandatory

Cont. Page 4



www.drugfree.org provides answers, guides, tips and stories regarding drug prevention, drug abuse, drug intervention and recovery

PARTNERSHIP FOR A DRUG-FREE KENTUCKY

In early March 2008, the Office of Drug Control Policy in collaboration with the Partnership for a Drug-Free America began a statewide PSA campaign to bring professionally produced localized media messages to supportive media partners in a sustained effort to reduce the incidence of substance abuse in the Commonwealth. Our collaboration with the Partnership for a Drug Free America brings over \$6 million in professionally produced PSAs.

Parents and children are inundated with media messages about drug use and abuse among celebrities and major sports figures – Britney Spears, Heath Ledger, Lindsay Lohan, Barry Bonds & Roger Clemens, just to name a few of the recent headliners. The benefits that we receive from the Partnership allow us to counter those negative messages with positive prevention strategies. This is an excellent opportunity for a positive story on another initiative KY-

ASAP & the ODCP is doing to support the reduction of youth substance use.

We are urging all media outlets across Kentucky to participate in the Partnership for a Drug-Free Kentucky Campaign, by running the messages to "un-sell" drugs to Kentucky's youth. Research has shown if a child hears or sees one anti-drug message a day, they are 38% less likely to use drugs. We feel very encouraged and inspired with our ability to make a difference.





To learn more about the MethWatch Program, visit MethWatch.com.

LAUREL COUNTY LOCAL KY-ASAP BOARD IMPLEMENTS METHWATCH PROGRAM

Laurel County Local KY-ASAP Board has begun the process of implementing the MethWatch program. The program is designed to deter potential Methamphetamine "cooks" from buying or selling their ingredients in Laurel County. If the ingredients cannot be easily obtained within Laurel County, then the hope is that the amount of Meth available in the county will diminish.

Laurel County Local KY-ASAP will supply any retailer selling any Meth related ingredients with front door stickers, shelf tags and cash register tags with the MethWatch logo on them.

Using a \$45,000 grant, Laurel County has been working diligently to make every retailer aware of this free program. To date, seventeen retailers in

Laurel County have become MethWatch locations.

Laurel County Local KY-ASAP Board, in an effort to further build community awareness, has purchased advertisement at the local cinema to publish ATOD facts and figures, before each film showing. The local board, during prom season, has ran an ad from abovetheinfluence.com at the cinema.



Pictured are KY-ASAP Executive Board and representatives from receiving law enforcement agencies

PULASKI COUNTY LOCAL KY-ASAP BOARD PRESENTS PORTABLE BREATHALYZERS

The Kentucky Alcohol Substance Abuse Policy Board presented new Portable Breathalyzer Tests as part of their strategic plan to support law enforcement in Pulaski County.

The Portable Breathalyzer Tests, also known as PBTs, were distributed to the Pulaski County Sheriff Department, and to the Somerset, Burnside, Science Hill, Eubank and Ferguson Police departments.

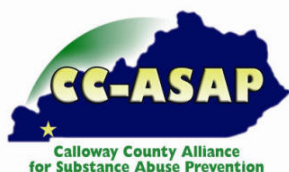
GENERAL ARTHUR DEAN VIST'S CALLOWAY

The Calloway County Alliance for Substance Abuse Prevention, local board of KY-ASAP, was proud to host General Arthur T. Dean, CEO of Community Anti-Drug Coalitions of America (CADCA) on April 28, 2008. General Dean was the featured speaker at a Town Hall Meeting where he defined community coalition work, shared the work of CADCA as a support agency for all coalitions, and discussed the successes in Calloway County. He provided a national perspective on coalition work and shared local and national data on underage drinking and other substance abuse issues facing many of our communities. He congratulated Calloway County on the progress made and encouraged us to keep on with the work to make a difference in our community, our region and our state. 100 community members and coalition partners attended the meeting and stayed for a reception in his honor. General Dean also met with the executive committee of CC-ASAP for lunch and networking.

General Dean has been the leader of CADCA since 1998. During his tenure as CEO, CADCA has made incredible strides to provide specific training for community coalitions, technical assistance of all kinds and a powerful lobby in Washington DC protecting the funding streams that keep many of us in business. The diligence of his leadership has been measured by the increase in coalitions across America and the positive changes in national data. General Dean served 31 years in the U.S. Army reaching the rank of Major General. He served around the world, including Vietnam, Saudi Arabia and Germany. He has received numerous awards during his 31 years of military service with the highest being two awards of U.S. Army Distinguished Service Medal.

General Dean's responsibilities as CEO of CADCA include providing strategic planning, diversifying and

increasing funding, leading the board and being the primary spokesman for the organization. CADCA has become a reputable organization nationally in the work to reduce substance abuse across our nation. CC-ASAP members have attended two conferences per year for the past four years and have applied the principles learned through CADCA training materials. Through its relationship with CADCA, CC-ASAP has reduced the prevalence of ATODs in Calloway County.



CADCA CEO, General Arthur Dean speaks at CC-ASAP's Town Hall Meeting on April 28, 2008



MORGAN COUNTY LOCAL BOARD "PLANTS THE PROMISE"



Collaboratively, Morgan County KY-ASAP Local Board, Morgan County Operation UNITE, and Champions, worked with community members, schools, civic organizations, local businesses, local government to "PLANT THE PROMISE". During RED RIBBON WEEK Local

Schools made flower beds and planted eighteen hundred bulbs and anxiously awaited their bloom in April during National Alcohol Awareness Week.

With the project, "plant the promise" mini-shovels and tyvek

Cont. Page 4



BALLARD/CARLISLE COUNTY KY-ASAP BOARD PRESENT "GHOST OUT"

The Ballard/Carlisle County KY-ASAP, in collaboration with the S.T.A.R.S. FRYSC participated in a week long "Ghost Out" in May at the Carlisle County High School. The "Ghost Out" is a week-long alcohol and drug awareness program that focuses on teenagers because traffic crashes are the number one killer of teens and over one-third of teen traffic deaths are alcohol-related. The "Ghost Out" took an even greater meaning to Carlisle County students as they entered the time of year when students are preparing for prom and graduation.

Before school on Friday students were greeted by a wrecked, black Jeep Grand Cherokee with the Grim Reaper walking around it with Carlisle County Sheriff Steve McChristian, Kentucky State Police Trooper Dean Patterson, Carlisle County Coroner Steve Freeman and Milner and Orr Funeral Home's Jonathan Bruer surveying the scene and re-creating what a wreck scene would look like if an impaired driver had a wreck. Also on Friday, a guest dressed as the Grim Reaper

stalked the hallways of the school and selected 15 "victims" and declared them dead. These "victims" represent the average number of people killed in alcohol or drug related crashes during a school day.

Bro. David Hardy from Bethlehem Baptist Church in Cunningham, Kentucky was the Pastor for the afternoon and told the personal stories of the 15 chosen "victims". The event impacted many students as some cried as they tried to hold in their emotions. Fortunately, the 15 "victims" got to come back to life, a chance that in real life never comes.

During the assembly students also heard from guest speakers relaying their personal stories of loss caused by impaired drivers.

Ballard/Carlisle KY-ASAP Coordinator Sonya Rambo stressed the importance of the week long event during this time of year, "It is so important that we educate our students with the facts about drinking and driving before

something happens. If we wait until there is a major accident and someone is killed then it is too late. Our Seniors will be entering a new phase of their life as they graduate on May 23 and we just want to make sure that they make "smart choices" so that they will have the chance to embark on this new phase."

The event was made possible due to the efforts of the Ballard/Carlisle County KY-ASAP Board, Carlisle County S.T.A.R.S, the Carlisle County Sheriff's Office, the County Coroner, Orr Funeral Home, Kentucky State Police Trooper Dean Patterson, Holland Wrecker Service, Teresa Nichols from Bardwell Florist, and Mr. George Yarbrough (the Grim Reaper).

(Some information used from the National Highway Traffic Safety Administration.)

Reprinted with permission from Michael Toon, Editor of The Carlisle Weekly and Media Representative for the Carlisle County KY-ASAP Board

GhostOut

A Stop DUI Program for Young Adults



Office of Drug Control
Policy



125 Holmes Street
Frankfort, KY 40601

Phone: 502-564-8293
Fax: 502-564-6104
E-mail: amy.andrews@ky.gov

We're on the web
odcp.ky.gov/kyasap.htm

*A Commonwealth of
Healthy Communities,
Free of the Abuse of
Alcohol, Tobacco and
Other Drugs and Re-
lated Consequences*



The Kentucky Agency for Substance Abuse Policy (KY-ASAP) was created in 2000 to develop a strategic plan to reduce the prevalence of alcohol, tobacco and other drug use among youth and adult populations in Kentucky and coordinate efforts among state and local agencies in the area of substance abuse prevention.

KY-ASAP has continued to evolve since its placement into the Office of Drug Control Policy (ODCP) in 2004. The agency has hired a new state coordinator in an effort to provide a fresh perspective to the agency.

As envisioned, local boards have evolved as policy makers within their communities. Many have developed initiatives for smoke-free environments and worked with school systems to provide programs to teach our youth about the dangers of alcohol, tobacco and other drugs. There are now 75 boards located in 113 counties of the Commonwealth.

PLANTING THE PROMISE

bracelets were distributed to each child in the Morgan County School System.

Additionally, each school held a RED RIBBON Program.



PULASKI & CALLOWAY

participants who are involved in extracurricular activities.

In Calloway County, the Murray community is seeing dramatic progress: tobacco use is down in all grades surveyed from 2002 to 2006, past-year use of tobacco among 10th graders has dropped 14 percent, and past-month marijuana use among 10th graders has dropped 47 percent from 2002 to 2006. Furthermore, in 2002, 76 percent of 12th graders believed that their parents disapproved of youth tobacco use. In 2006, the

percentage increased to 90.

These dramatic results are a great example of how coalitions help communities protect youth from dangerous substances. The CC-ASAP coalition functions as the hub for strategic planning using locally collected data and resources to determine the specific needs of their community. By forging partnerships with other coalitions to form long-term strategies to reduce substance abuse among youth and, over time, adults, CC-ASAP is not only serving the needs of Murray, but spreading its success to neighboring communities.

To view the President's National Drug Control Strategy, visit:

<http://www.whitehousedrugpolicy.gov/publications/policy/ndcs08/2008ndcs.pdf>



Reprinted in part from the President's National Drug Control Strategy 2008 Annual Report

